

"Utah's Job Connection"

Employment / Employer News - Central Region

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Director's Message

by - Stephen D. Maas



HIRING ETHNIC MINORITIES - IT'S JUST GOOD BUSINESS.....

The Central Region Council on Workforce Services had an excellent presentation from the Multi-Ethnic Employment Committee that they thought in this time of tight employment, was worth sharing with you. The following is derived from this presentation:

Why should employers hire ethnic minorities? They are our workforce of the future! Population trends show that there has been a tremendous explosion in our various ethnic minority groups. From 1990-98, ethnic and racial minority students comprised 22% of student enrollment; but by 1998 as compared to 1990, that number increased to 40% while the Caucasian enrollment declined. This is reflective of what is happening in our community.

Utah's ethnic minorities need opportunities to reap from our economic growth. Non-minority unemployment has been steady at around 3%; however, in our ethnic communities the numbers are tremendously higher. Business is in the market to make money. Your market as a business, is rapidly becoming more and more ethnically and culturally diverse. To help capture this new market, it only makes good business sense to hire employees who can identify with this emerging market to help you meet your goals. With unemployment rates higher in ethnic communities, sharp businesses can get an edge by hiring from these communities better qualified employees without increasing labor costs or paying placement agencies for a search!

The Multi-Ethnic Employment Committee asks the following: *Does your organization reflect this change in our ethnic mix, or is it perpetuating inequality through unintended hiring practices? Would hiring ethnic minorities improve your ability to grab hold of a new and growing market share for your business?*

In Utah's ethnic community, one job equals a better future, not just for the person hired, but for all that look to this newly employed member of their community as a guiding light to economic independence!

If you would like more information on this subject, or a presentation for your own group, please contact me at 468-0280 and I will be happy to connect you with the right people.

On a separate note - Thank you for the tremendous positive response regarding the creation of an Employer One-Stop in Salt Lake City! Plans are now under way and we hope to have a Grand Opening this summer. Watch for future announcements!

Second Annual Employer Conference a Smash!

By - Curt Stewart

More than 450 businesses participated in the second annual Utah Employer Conference January 12th at the U of U's Student Union Building. Those in attendance were among the first to receive the Annual Economic Report to the Governor and the 2000 Utah Wage Data report.

Natalie Gochmour, Manager of the Demographic and Economic Analysis Department of the Governor's Office of Planning and Budget, presented the 2000 Economic Report to the Governor. According to the report, Utah's economy has slowed somewhat, but Utah is still

among the fastest growing states in the nation. During 1999, Utah's job and population growth rates were 6th and 8th respectively, among states. Lt. Governor Olene Walker was on hand to respond to the report from the perspective of the Governor's Office. In the Governor's words, "In order to succeed in today's economy, workers, businesses and government must continuously reinvent themselves." The Governor is "deeply committed" to helping state government fulfill its responsibility in the re-invention process.

The keynote speaker was noted author Jack Trout. Mr. Trout is the President of Trout and Partners, one of the most prestigious marketing firms in the world. His firm has worked with AT&T, IBM, Merrill Lynch, Xerox and many other Fortune 500 companies. Mr. Trout along with AL Ries, is the coauthor of several books on marketing strategy including *Positioning: The Battle for Your Mind*, and *Marketing Warfare*. Mr. Trout told those in attendance that a business can succeed if it has a good idea that sets it apart from competitors, has the credentials to back its claims and can communicate this message to customers.

Following Mr. Trout's address, Utah Attorney General Jan Graham presented the second annual work/life awards. The three winners for 1999 were the University of Utah Hospital, representing large companies, Community Nursing Services of Salt Lake City, a nonprofit representing mid-sized companies, and WR White of Ogden, representing small companies.

Attorney General Graham said she tries to assure her employees that despite the fact that they do important work for the citizens of Utah, their families and roles as parents are paramount.

"I have tried to make working at the Attorney General's Office an enhancement of that very sacred role of parents," she said. "There is nothing more important we can do as employers, employees and parents."

Attendees also had the opportunity to attend breakout sessions on such topics as: Americans with Disabilities Act,

Assessing Work/Life Needs, Economic Forecast, Employers and Regulatory Agencies, Hiring and Firing for Small Employers, Leadership in Business and Sexual Harassment in the Workplace.

As a bonus, employers got a "sneak peek" at U-Works, the Department's new case management program.

Local Cities Partner With D.W.S.

By - Sherrill Chapman

In the next few months, DWS South County Employment Center, 5735 S Redwood Road, will be hosting several unique job fairs. Two of them will be aimed at assisting both Taylorsville City and West Jordan City employers. The combined efforts of DWS and city government have proven to be very successful in similar job fairs held for employers based in Sandy, Midvale and West Valley.

The average number of employers participating at these co-sponsored job fairs is between 20 and 40, depending on location. Job seeker attendance has reached as high as 1,400!!

For more information about participating in an upcoming "City-based" job fair in your area, or any of our other "occupation specific" job fairs, please refer to the Events information located at the back of this newsletter.

Making the Connection - Metro Job Fair

By - Cassy Hahn

"Utah's Job Connection" was busy connecting employers and job seekers February 23rd at the DWS Metro Employment Center, 720 S 200 E. This "General" Job Fair saw over 975 job seekers and 28 employers.

Job seekers were more than eager to speak to the numerous employers by arriving several hours prior to the 3 o'clock starting time. Southwest Airlines, Convergys, and Sandy City were thrilled with the long lines of applicants waiting to get

information regarding their businesses. Job seekers commented on the "great variety" of jobs and employers that were participating in the job fair.

Aside from having some difficulty with finding a parking spot, which only indicates the success of this fair, job seekers and employers were thrilled with the time, location, and organization of this event along with the great customer service provided by the employees of the Employer Services Team and Metro Employment Center!!

Construction Job Fair Meets the Challenge

By - Kim Auberger



Utah's economy continues to be very strong with new construction projects as well as a number of company expansions along the Wasatch Front, making for a perfect time to hold a "Construction Trades" Job Fair.

The DWS Downtown Employment Center, 158 S 200 W, hosted this event on Thursday March 2nd. Eight local companies, some of whom will be working on the Gateway project, met with over 250 skilled construction trades candidates. Local union representatives were also present advertising apprenticeship opportunities.

The expectation of our job fairs is always the same: ***Make a Successful Job Connection.*** This goal was definitely met with this event as many of the skilled job seekers received offers of employment on-the-spot!!

Congratulations to both the successful candidates and to their lucky employers!!

Professional Job Seekers Meet Prospective Employers

By - Laureen Royle

On January 27, 2000, the DWS Midvale Employment Center, 7292 S State St, held a Professional/Technical Job Fair. Over 650 applicants walked through the doors to visit 16 companies with a variety of openings (biomedical engineer, compliance manager, desktop publisher, copy writer, pharmaceutical engineer, accountant, software engineer, human resources and many more).

Employers present were thrilled by the numbers in attendance. Some employers wrote: "Abundance of people.... Applicants came prepared.... People had the experience we were looking for.... This Job Fair was a 10!"

Some of the applicant comments were: "Very well planned.... Numerous companies in one place.... One stop shopping.... Jobs available fit my skills and experience."

We look forward to doing many more job fairs throughout the year. Employers interested in future job fairs may look at our Web Site on the Internet (www.dws.state.ut.us).

Special "Thank you" to all who made this job fair a success!

Horizonte Learning Center Hosts Job Fair

By - Tonia Swanger

On February 17, 2000, Horizonte Learning Center, the Department of Workforce Services and Bank One, co-sponsored a job fair designed to assist students in finding and learning about employment opportunities. In all, approximately 650 students attended the fair; 150 high school, 200 adult, 300 ESL (English as a second language) students and 100 students from remote sites.

The focus was to introduce students to business and training opportunities in the five major employment fields

(Social/Humanitarian, Technology, Science, Business/Marketing and Arts/Recreation). In all, there were thirty-four presenter participants, each field being represented.

Participants (businesses) included Host Marriott, Census 2000, Wyndam Hotel and many others. These employers provided information about their companies and products as well as advertising for summer seasonal employment, entry level and some higher level skilled jobs for students with transferrable skills from their native countries. Training schools such as Utah College of Massage Therapy, Salt Lake Community College and Urban Models were also present providing information about their programs.

Horizonte is committed to providing the necessary training in order for their students to obtain the skills and confidence to become successful, productive members of the community. This commitment and dedication was apparent as the students were very eager and excited to learn about the opportunities available to them through the participants who were present.

Comments about the fair were very favorable. UTA felt that the "opportunity to plant seeds" was the strong point.

Horizonte will be hosting similar events at least semi-annually.

Supervising Today's Workforce - An Ongoing Success!

By - John D. Williams

Due to the tremendous response from employers scheduling their supervisors for the first six supervisor training programs offered, a seventh session has been scheduled for May 11, 18, and 25th. In addition to these general sessions, seven employers have taken advantage of onsite sessions specifically arranged for their employees.

Interpersonal Dynamics Inc. (IDI), the presenter, is a recognized leader in providing curriculum design in training for human resource development. Many

organizations feel they cannot afford effective training for their supervisors. **IDI** maintains that organizations cannot afford not to train them!

The objective of this training program is to enhance supervisory performance for entry-level supervisors and lead workers. Supervisors are extremely influential in all elements of the workplace. They determine product quality and impact the effectiveness of those who produce the product. Over the course of the program, the following topics will be covered:

- Conflict Resolution Skills
- Supervision of Former Co-workers
- Diversity Training
- Crisis Intervention Skills
- Understanding Basic Human Behavior
- Coaching Skills
- Fair Employment Practices
- Disciplinary Skills
- Identify and Respond to Barriers to Employment at the Workplace
 - T Work Maturity Issues
 - T Substance Abuse
 - T Mental Health Issues
 - T Family Violence
 - T Disabilities

The cost of the training is \$150.00 per participant (\$125.00 per participant for two or more). On-site training is also available for 10 or more. The training program will be held at the Central Region Administrative offices located at 1385 S State St, Salt Lake City. If you need additional information or wish to register, please call John D. Williams at 468-0170. **Registration Deadline: Monday, May 6, 2000.**

Workers Compensation - Seminar

Mr. Charles E. Pugh, Senior Loss Control Representative and Safety Training Supervisor, Workers Compensation Fund of Utah, will be presenting at our upcoming SLEC (Salt Lake Employer Committee) Seminar to be held April 25th at Little America Hotel.

This is a luncheon seminar, with a cost of \$25.00 per participant. If you are interested in pre-registering, please contact Mynn "Z" Pavlides at (801) 468-0174.

Upcoming Events

APRIL

5th SLEC Meeting - 7:30 a.m.
 5th Regional Council Meeting - 12 p.m.
 18th Clerical Job Fair / So County EC 4-7
 19th TEC Meeting - 12:00 p.m.
 25th SLEC Seminar @ Little America

MAY

10th - 12th Business-to-Business Expo
 17th TEC Seminar @ Ut State U, Tooele
 18th General Job Fair / Downtown EC 4-7
 23rd W Jordan City Fair / So County 3-7
 24th Better Your Business Workshop
*(DWS new On-Line Interactive
 Job Matching & Counseling System)*

JUNE

7th SLEC Meeting - 7:30 a.m.
 7th General Job Fair / Midvale EC 4-7
 21st TEC Meeting - 12:00 p.m.
 28th SLEC Seminar @ Little America

Better your Business Workshops are free informational meetings hosted by the Department of Workforce Services where our local experts demonstrate and/or instruct employers on the different programs available to employers through our Department. Meetings are held at 1385 S State St, from 7:30 a.m. - 9:00 a.m. *Pre-registration is required.*

Salt Lake Employer Committee (SLEC) and Tooele Employer Committee (TEC) Seminars are luncheon presentations held quarterly. The cost is \$25/per person (SLEC), and \$15/per person (TEC). Topics include Labor Law Updates, Hiring Rights, Employer Handbooks, Recruitment & Retention, etc.

For locations, information and/or registration processes for any of the Events, please visit our Web Site at www.dws.state.ut.us or call the Employer Services Unit at (801) 468-0174, or your local DWS Business Consultant.

Important Phone Numbers

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|-----------------------|--------------|
| Child Care Outreach: | 801-526-4342 |
| Contributions: | 801-526-9235 |
| DWS Administration: | 801-526-9675 |
| Job Order Fax Line: | 801-468-0070 |
| Job Order Phone Line: | 801-468-0097 |
| Labor Market Info: | 801-526-9340 |
| New Hire Reporting: | 801-526-4361 |
| Rapid Response: | 801-526-4312 |
| UI Benefit/Tax Info.: | 800-222-2857 |
| DOL Wage/Hour Div.: | 801-524-5706 |
| Utah Labor Commission | 801-530-6801 |
| Workforce Council: | 801-468-0095 |
| WOTC Tax Credit: | 801-526-9484 |

<http://dws.state.ut.us>

Business Consultants:

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|-----------------------|--------------|
| Laureen Royle | 801-567-3940 |
| Sherrill Chapman | 801-269-4762 |
| Cassy Hahn | 801-536-7173 |
| Trina Griffith | 435-833-7327 |
| Vacant (Jeri Jackson) | 801-468-0020 |
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| Karen Gardner | 801-468-0260 |
| (OJT, WEAT) | |